MILWAUKEE NUMISMATIC NEWS

March 2016 – The next regular MNS meeting will be held Thursday, March 17, 2016, 7 PM, at the Mayfair Mall community room, lower level. The March meeting will feature a North vs. South Numismatic Trivia contest. Dues for 2016 are due and payable.

The Milwaukee Numismatic Society, founded in 1934, is the oldest and largest organization in Milwaukee devoted to the study of money. Meetings are held at 7:00 PM on the third Thursday of each month in the Community Room on the lower level of Mayfair Mall (W. North Avenue at N. Mayfair Road).

President:	Justin Perrault	**Vice President:**	Jim Heinrich
Secretary:	John Bleidorn	**Treasurer:**	Lee Hartz
Sgt. at Arms:	Jeff Gaffke	**Trustee '15-'17:**	Tom Dallmann
Trustee '14-'16:	Leon Saryan	**Trustee '16-'18:**	Gary Bieringer
Librarian:	Joe Paonessa	**Newsletter editor:**	Leon Saryan

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March Coin of the Month: **This month we have a nice 1921 US Morgan silver dollar, sealed in a Capitol plastic case. Grade is AU-Unc with a few scratches, catalog value is $37 in AU. Bidding for this large 95-year old silver coin starts at just $21.00.**

March 2016 MNS President's Message

While March is coming in like a lion with the unexpected snow and wild fluctuations to the temperatures, I hope that you are keeping warm by attending a local coin show and adding some new items to your collection. Coming up at the end of March and into early April is the South Shore Coin Club show which we are jointly sponsoring with NOW this year. One of the more important events at this show is the Boy Scout Coin Collecting Merit Badge Clinic the MNS runs in conjunction with the show. This will be on the morning of Saturday, April 2nd. Please be sure to volunteer for this worthwhile activity by signing up for a role at the next meeting, or contact Leon (lasaryan@aol.com) or myself outside of the meeting if we won't see you in March. All volunteers will be treated to lunch afterwards, and of course you will walk away with the satisfaction knowing that you had a positive influence on potential young collectors.

With the annual Central States show fast approaching I want to make sure that all members are aware that MNS will be renting a bus to travel to the show again. From a show of hands at the last meeting it would appear that Friday was the most popular day to schedule that trip, so plan on the bus excursion to occur on April 29th. That will also work well because there are a number of excellent educational forums to attend at the show on that day. As in the past, the cost of the trip will be waived for all current dues paying MNS members. Otherwise, all guests and non-members can also attend for a fee of $10. Please just make certain that you sign up for the trip at one of the next meetings, or contact me if you want to be added to the list. An accurate count is needed since space is limited to only 33 passenger attendees.

At the next meeting our evening's activity will consist of playing a numismatic trivia game. We will split the room into two teams and each team will have the opportunity to answer the same question. The team that scores the most points at the end of the night will have bragging rights for the year to come (in additional to some nominal prizes).

Also, the next meeting is the deadline by which all members need to have their fantasy numismatic entries submitted. There is no cost to participate, and the January issue of *Coins magazine* will be available at the meeting for your reference. I will have extra copies of the entry form for those who need it.

Happy Collecting,
Justin J. Perrault, MNS President
masters1122@yahoo.com, 262.785.7663

Boy Scout Merit Badge Clinic—April 2

The MNS Merit Badge Clinic will take place on Saturday, April 2, at the Milwaukee Airport Crowne Plaza Hotel, 6401 S. 13th St. This is one of our main events of the year and volunteers are needed. Duties include checking the boys in, grading their quizzes and herding them in and out of the room. We are planning to have four speakers: Bruce Benoit, Dave Hunsicker, Roger Lick, and Lee Hartz. Stu Caddell will run the PowerPoint and a couple of YN's are needed to pass out the quizzes. Volunteers should be on hand at 7 AM for a briefing. All volunteers can share donuts beforehand and will be treated to lunch after the program.—Leon Saryan (lasaryan@aol.com)

MN$ 2016

Schedule

Monthly meetings in 2016 are held at 7:00 pm on the 3rd Thursday of each month in the Community Meeting Room in the lower level of Mayfair Mall. Visitors interested in numismatics are welcome.

Monthly meeting programs

Jan 21:	Officer Inductions
Feb 18:	Open
March 17:	North vs. South Trivia
April 21:	Educational Video Viewing
April 29:	CSNS Bus Trip
May 19:	Spring Auction
June 16:	Open
July 21:	NO MEETING
Aug 18:	Open
Sept 15:	Robert Leonard: Medieval Military Coinage Presentation
Oct 20:	Raffle Ticket Prize Drawing
Nov 17:	Autumn Auction; Election Slate
Dec 15:	Holiday Party; Officer Elections

Annual Dues

Dues for 2016 are $10. Please pay at the next meeting, or they may be mailed to MNS, PO Box 241174, Milwaukee, WI 53224. Thanks to those who have paid.

PLEASE NOTE:

MNS is a volunteer organization. We always need new and interesting programs, activities, helpers to work at events, and someone to bring refreshments for the meetings. We are also looking for ideas for club outings. MNS will reimburse refreshment expenses up to $60. To volunteer, please contact Pres. Justin Perrault at 262.785.7663 or VP Jim Heinrich at 262.796.1814. Thanks to everyone who has stepped up by volunteering their time and talent to make this club a success.

2016 Numismatic Events

March 13	Waukesha Coin Club Show New Berlin Ale House 16000 W. Cleveland Ave. 9:00 AM – 4:00 PM
Mar 31-Apr 2	MNS/SSCC sponsored NOW show Airport Crowne Plaza 6401 S. 13th Street Noon-6; 10-6; 10-4
April 2	MNS Boy Scout Clinic at Crowne Plaza, Volunteers needed
April 10	Madison Coin Club Show Sheraton Hotel 706 John Nolan Drive Hours: 9 AM-4 PM
April 27-30	CSNS Show in Schaumburg
October 1	CSNS Board Meeting at Hilton Garden Inn by airport (time TBD)
October 2	MNS Coin Show at Serb Hall

Refreshment Schedule

Jan:	Dave Herrewig
Feb:	Tom Dallmann
Mar:	Justin Perrault
Apr:	Don Kaminski
May:	Stu Caddell
Jun:	Gary Bieringer
Jul:	N/A
Aug:	Open
Sep:	Open
Oct:	Open
Nov:	Howard Thorpe
Dec:	Holiday Party

Milwaukee Numismatic Society

Minutes

February 18, 2016

President Justin Perrault called the 966th meeting of the MNS to order at 7:02pm. There were 27 members in attendance. The president led the club in the pledge of allegiance. Door prizes were won by: Don Kaminski, Leon Adraktas, Paul Kromm, Dave Herrewig, Bill Spencer, John Bleidorn, Gary Bieringer, Neil Shafer, Darlene Anderson, Dave Hunsicker, and Jeff Gaffke.

Coin of the Month: Steve Jacobson won the coin of the month, an encapsulated proof 65 1969-S silver clad Kennedy Half Dollar with slight reverse die rotation with a bid of $10.00.

Treasurer's Report: Lee Hartz reported that January showed receipts of $817.50 and $841.42 in disbursements for a negative cash flow of $23.92.

Correspondence: Numismatist magazine, Central States Convention, 3 Flyers from Central States 1. Requesting a donation, 2. Member Clubs invitation 3. Breakfast invitation for local clubs served by Central States. Central States Chicago History Education Forum flyers passed around for the event April 29-30, 2016.

Membership: One new member application, Chris Kantak was voted on & approved as a new member at tonight's meeting. Dave Mongin still needs to submit an application to be voted on as a new member.

Fantasy Coin Competition: Tom Casper was awarded first place, Jim Heinrich won 2nd place, and five 3rd place runners-up tied: Justin Perrault, Josh Whitehall, Don Kaminski, Tom Dallmann, Dave Hunsicker.

Upcoming Shows: The Oshkosh Show is Sunday Feb. 21, Racine Show is Feb. 28, and a Tinley Park, IL, show is next week.

Laptop Purchase Discussion: Up to $1,500 was authorized to purchase a laptop for club use for word processing, presentations, and storage of club data. John Bleidorn and Paul Kromm will review the research and were empowered by the board to make the purchase.

Central States Bus Trip: A charter bus is being arranged for Friday April 29th for MNS club members (free) & guests ($10) to go to the upcoming show in Schaumburg, IL. Details are still being developed.

Show & Tell: Tom Casper-revisiting Dr. Wilkins, Neil Shafer-transportation tokens, Peter Jacobsohn-Wisconsin War & Allotment Fund & Short Snorter one dollar bill, Justin Perrault-Talking banknote identifier for visually impaired.

The meeting was adjourned at 8:45pm by President Perrault.

Respectfully submitted by John Bleidorn, Secretary

An Award You Can Take a Shine To

By Justin Perrault, MNS President

There is an interesting medal I recently came across which combines my interests in numismatics, architecture, and the history of the S. C. Johnson Wax Company. This medal is the Carnauba Palm Award, representing the highest honor the company gave out to distinguished employees and other individuals. But first, a little bit of background on the S. C. Johnson Company.

The company as we know it today was officially founded in 1886 by Samuel Curtis (S. C.) Johnson, Sr. in Racine, Wisconsin, when he purchased the parquet flooring business of the Racine Hardware Company and renamed it Johnson's Prepared Paste Wax Company. Mr. Johnson initially sold parquet flooring to homes and businesses in conjunction with the wax needed to keep the floors looking fresh and clean. With every parquet floor that was installed, he presented the new owner with a complimentary sample of his wax paste. Of course the buyers of these new floors always came back for more once the sample was depleted, and the product was such a big hit and huge success that Mr. Johnson soon realized that a business could be developed solely around the wax itself. Mr. Johnson therefore decided to focus upon expanding his business along the lines of floor wax and other similar cleaning products.

Succeeding generations of the Johnson family expanded the company to operations in over seventy countries throughout the world. The firm employs nearly 13,000 people, and manufactures dozens upon dozens of household cleaning supplies and products. To this day their corporate offices still call Racine home, occupying facilities designed and built by famed architect Frank Lloyd Wright in 1939.

The Carnauba Palm Award medal was designed for Johnson Wax in the 1930's by famed artist Rockwell Kent, and the award was established by the Management Committee of S. C. Johnson in 1949. The award was the highest honor the company bestowed and was presented to employees or people with close ties to S. C. Johnson who made an exceptionally meritorious contribution to the advancement of the company. Recipients often included scientists from the company's Research and Development division for their work on product development. Specifically, the first two awards were presented to employees, one for the development of a new product and the other for a product promotion idea. Although representatives

at the S. C. Johnson Company do not have records on exactly how many of the medals were produced, they estimate that not many more than thirty were awarded throughout the years. It is also interesting to note that this award was not given out annually, but only when there was a truly extraordinary achievement to be recognized. One very notable recipient of the award was actually Frank Lloyd Wright, since he went to great lengths to design the company offices and research tower that are still occupied by the S. C. Johnson Company.

Rockwell Kent, the designer of the medal, was a prolific artist and author at the turn of the twentieth century who was born in New York State but continued to travel and live in many places of natural beauty throughout his life. This is fitting considering that the inspiration for much of his work came from the austerity and stark beauty of the wilderness. Today he is most remembered for the very limited edition of *Moby Dick* that he illustrated for the Lakeside Press of Chicago. As a Jazz Age humorist known as "Hogarth, Jr." he also published whimsical and irreverent drawings in the likes of *Vanity Fair, Harper's Weekly,* and *Life* magazines. Several of these drawings were brought to life in a series of richly colored reverse paintings on glass completed in 1918 and displayed at Wanamaker's Department Store. Fortunately, two of these glass paintings have been preserved and are presently on display in the collection of the Columbus Museum of Art.

In designing the Carnauba Palm Citation Award, Kent depicted a winged figure on the front, dispensing the palm fronds derived from the carnauba trees that Mr. Johnson owned and managed as part of his wax business. The winged figure is flying above a range of mountains that are most likely located in Brazil, where Mr. Johnson owned a large carnauba palm tree plantation.

The reverse depicts a carnauba palm tree in all of its majestic glory, aligned directly above the S. C. Johnson Research Tower and corporate office building designed by Frank Lloyd Wright. Not only is the company and its success firmly rooted in the strength of the carnauba palm tree, but it is also rooted in the strength of their research tower. Completed in 1950, this tower is one of the tallest structures ever built on the cantilever principle. Standing 153 feet tall and 13 feet in diameter, the tower also extends fifty-four feet into the ground. Symbolically, all fifteen floors of the Research Tower are supported by the "taproot" core, similar to how a carnauba palm tree would support its branches. This is evident in the design of the medal in how the base of the carnauba palm tree appears to continue through the tower and into the lower levels. As stated on the back of the medal, it was "Awarded by S.C. Johnson and Son, Inc. for Exceptionally Meritorious Achievement". A name would have been engraved on the back amidst the text but this one was apparently never formally issued.

The medal was manufactured by Whitehead and Hoag and is stamped as such on the edge. The composition is bronze, 3 inches diameter, and my example is about 96.2 grams.

If you ever find yourself in the vicinity of Racine you can schedule a free tour of the Research Tower and their corporate offices; they are well worth the visit. The Carnauba Palm Citation Award medal is just a small part of the very interesting history that surrounds the S. C. Johnson Wax company.

https://en.wikipedia.org/wiki/S._C._Johnson_%26_Son
http://scjohnson.com/en/company/architecture/Wright-Buildings/Wright-Buildings-Tower.aspx
http://www.scjohnson.com/en/company/what-we-do.aspx
https://en.wikipedia.org/wiki/Rockwell_Kent

Milwaukee's Earliest Coin Dealer

By Tom Casper MNS-LM30

During the past year, I purchased a matchbook. It wasn't because I collect them but because I recognized the merchant's name. The name is H.L. Polzer, Jeweler, 1132 W. Walnut St., (Milwaukee, Wis.). I knew the name, Hubert L. Polzer, as a long-time coin dealer in Milwaukee, back in the 1960's when I returned to coin collecting. I can remember visiting his store at 4716 W. Center Street. Polzer told MNS member Russ Koenig, who once worked for him, that he started selling coins in 1919.

I began to wonder if Polzer might have been Milwaukee's earliest commercial coin dealer. I began checking early Milwaukee City Directories looking for clues. Hubert is first listed in 1917 as a clerk. By 1923 he was listed as a jeweler at 1122 Walnut. By 1933 he was located at 1132 W. Walnut St., the address on the matchbook. It was 1946 when Polzer first mentioned coins in his jewelry listing saying "We Buy-Sell Old Coins". He remained at this address through 1957. By 1964 he had relocated to W. Center St. Polzer operated his coin store until he moved to Florida in 1968. He resided in Largo, FL and died there at the age of 82 in 1982. Polzer joined MNS in 1935 as member #12. He was a charter member of the Central States Numismatic Society, joining in 1939. He held a number of offices from 1939 to 1953 including CSNS President in 1941.

The earliest listing for coin stores in my directories was the 1938 telephone directory under the heading, "Coins-Old". It listed two stores; Arcade Stamp & Coin Co., 161 W. Wisconsin and George Kadin Co., 943 N. 3rd St. But there were no coin ads in any directories prior to 1919 when Polzer said he started selling coins.

I checked my library as I remembered having two early Milwaukee coin-buying pamphlets, both undated. The first one is only a photocopy of the front cover. It is from Arthur H. Kraus, 407-409 Chestnut St., Milwaukee, Wisconsin. The other pamphlet was from United States Coin & Stamp Exchange, W.O. Staab, Prop., 505 E. Water St., Milwaukee. A check of early Milwaukee City directories showed that both men were printers. Kraus was MNS member #41, joining in 1937.

The name on the first pamphlet, Arthur H. Kraus first appeared in directories in 1904 using the hyphenated address of 407-409 Chestnut, the address on the pamphlet. His company was the Kraus-Laudon Printing Co. He used that address through 1909. His booklet could have been issued anytime from 1904 to 1909 but he never mentioned coins in his directory listings.

The name on the second pamphlet, William O. Staab and his company, United States Coin & Stamp Exchange, first appeared in directories in 1906 at 505 E. Water St., the address on the pamphlet. He is listed at this address through 1909. His printing business was called Sauer & Staab Co. Since his business name mentions "coin" in 1906, I think he may be the earliest advertised coin dealer in Milwaukee.

Unfortunately research showed that Polzer wasn't the earliest commercial coin dealer in Milwaukee but he was probably the most influential dealer in Milwaukee during the heydays of coin collecting.

Early Milwaukee Coin Dealer Memorabilia